

# Street Transportation

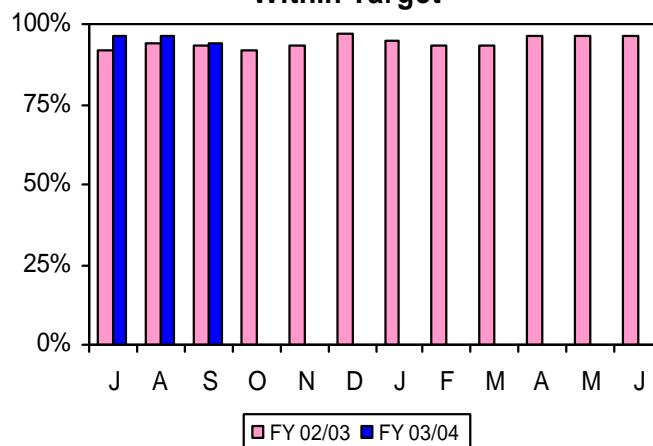
**Thomas Callow, Director**

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<p><b>Program Goal</b></p> <p>Assist in the safe, efficient, and convenient movement of people and goods via surface transportation through maximum utilization of existing and planned system components including their design, construction, operation, and maintenance.</p>	<p><b>Key Services</b></p> <p>Design and Construction of:</p> <ul style="list-style-type: none"> <li>Major streets</li> <li>Storm drains</li> <li>Water lines</li> <li>Bridges</li> <li>Bike paths</li> <li>Development of traffic systems</li> </ul>	<p>Construction, Maintenance, and Operation of:</p> <ul style="list-style-type: none"> <li>Traffic control devices</li> <li>Street lighting systems</li> <li>Maintenance of the public right-of-way to ensure safety and extend the service life of roadways.</li> </ul> <p>Phone 602-262-6284</p>
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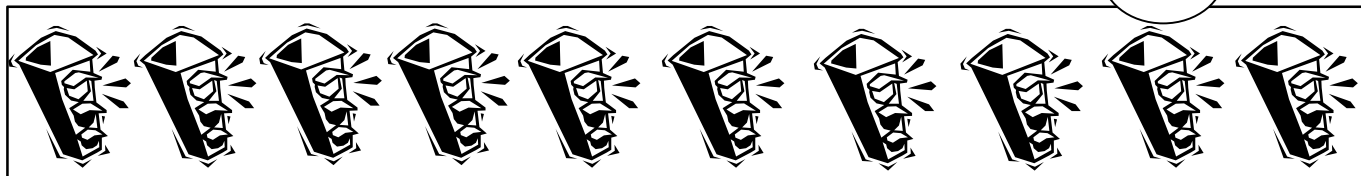


**Percent Plans Reviewed  
Within Target**



**Customer Satisfaction on Traffic Operations Request for Service (Scale 1-10)  
2002-03**

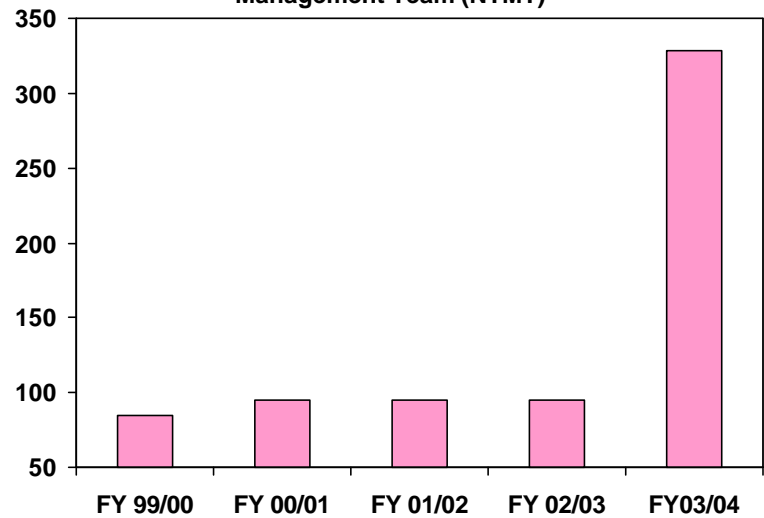
**9.1**



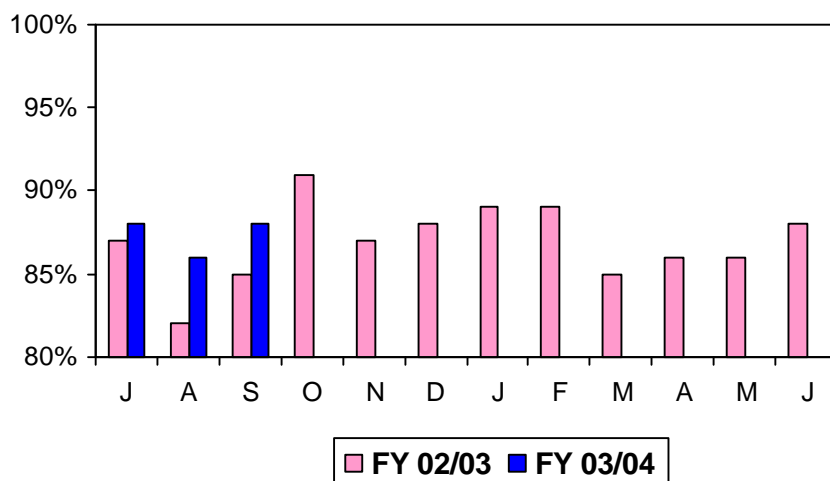
## Street Transportation $\frac{3}{4}$ continued



Number of Neighborhoods Actively Working With Neighborhood Traffic Management Team (NTMT)

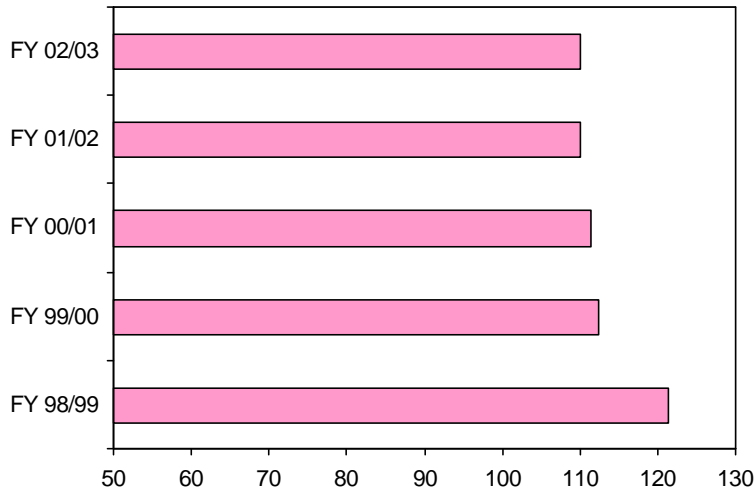


Percent of Scheduled Requests for Street Maintenance Service Completed Within Target



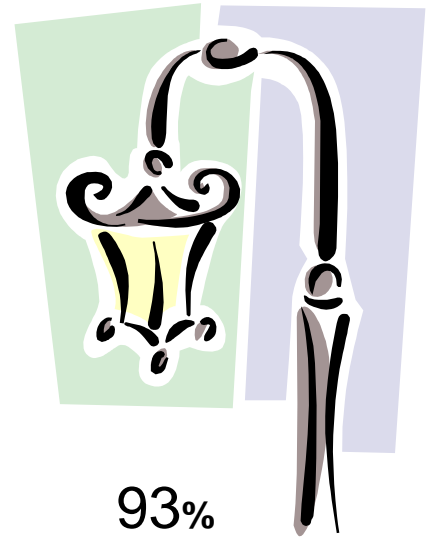
## Street Transportation $\frac{3}{4}$ continued

### Miles of Residential Streets Overlaid



### Customer Satisfaction on Mid-Block Streetlight Requests

Based on FY 01-02 survey responses  
from 5% of customers.



### Percent of Major/Collector Street Miles with Satisfactory Rideability



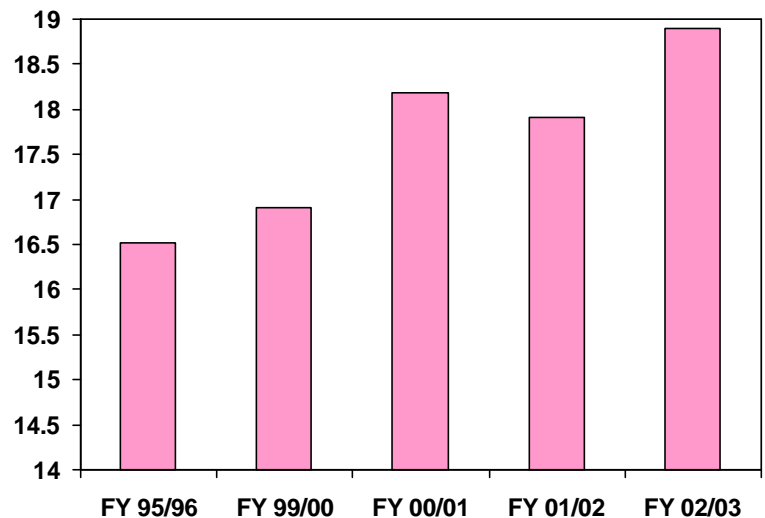
99%

2001-02

99%

2002-03

### Miles of Streets per Street Maintenance Field Employee



Street Transportation <sup>3</sup>/<sub>4</sub> continued

MAJOR STREET PROJECTS GOING TO BID		SIGNAL CONSTRUCTION PROJECTS	
STREET PROJECT	ESTIMATED START OF CONSTRUCTION	SIGNAL PROJECT/LOCATION	ESTIMATED DATE OF COMPLETION
7 <sup>th</sup> Avenue, Baseline Rd. to Southern Ave.	Complete	Tatum/Desert Cove	Signal turned on 8/21/03
7 <sup>th</sup> Avenue, Pima Fwy. to Deer Valley Rd.	Under Construction	Encanto/91 <sup>st</sup> Avenue	TBA
75 <sup>th</sup> Avenue and Van Buren St. intersection	Complete	Rancho Paloma/Cave Creek	November 2003
51 <sup>st</sup> Avenue, Buckeye Rd. to Van Buren St.	Complete	Baseline/43 <sup>rd</sup> Avenue	November 2003
Bell Road, 64 <sup>th</sup> St. to Scottsdale Rd.	Under Construction	Pecos/32 <sup>nd</sup> Street	December 2003
Deer Valley Road, 35 <sup>th</sup> Ave. to 7 <sup>th</sup> Ave.	Under Construction	McDowell/63 <sup>rd</sup> Avenue	January 2004
75 <sup>th</sup> Avenue, Van Buren St. to Papago Freeway	November 2003	Buckeye/31 <sup>st</sup> Avenue	January 2004
Happy Valley Road, 35 <sup>th</sup> Ave. to I-17	Under Construction	Vineyard/7 <sup>th</sup> Street	February 2004
McDowell Road, 75 <sup>th</sup> Ave. to 67 <sup>th</sup> Ave.	Complete	McDowell/71 <sup>st</sup> Avenue	November 2003
Greenway Road, I-17 to 19 <sup>th</sup> Ave.	Under Construction	Campbell/99 <sup>th</sup> Avenue	February 2004
Pinnacle Peak Road, 35 <sup>th</sup> Ave. to I-17	Under Construction	Williams/19 <sup>th</sup> Avenue	Spring 2004
Southern Avenue, 19 <sup>th</sup> Ave. to 7 <sup>th</sup> Ave.	Under Construction	Baseline/20 <sup>th</sup> Street	Spring 2004
Norterra Parkway, Happy Valley to Jomax	Under Construction		
19 <sup>th</sup> Avenue, Happy Valley to Jomax	Under Construction		
Jomax, Norterra Parkway to 19 <sup>th</sup> Ave.	Under Construction		
Tatum, Pinnacle Peak Rd. to Dynamite	Under Construction		
Baseline Road, 16 <sup>th</sup> St. to 40 <sup>th</sup> Street	January 2004		
Camelback Road, 107 <sup>th</sup> Ave. to 99 <sup>th</sup> Ave.	January 2004		

**Comments/Highlights**

**"Stop on Red" Press Conference** - On Wednesday, August 27, the Red Means Stop Coalition kicked off a media campaign to make drivers aware of the danger of hitting the accelerator on a yellow light and running the red light. The media event was held at one of the ten red light camera locations in the City of Phoenix, 35<sup>th</sup> Avenue and McDowell Road, at Isaac Middle School. There was a good representation from Police, Fire, and Street Transportation Departments, along with a doctor and campaign organizers. Adding interest was a huge moving billboard with a picture of the Diamondbacks saying "I have to RUSH HOME, but you DON'T need to."

**Freeway Litter Index** - The Freeway Litter Index Program was approved by City Council and the Department has received City Manager approval to enter into an agreement with Phoenix Clean and Beautiful to promote public education and develop a litter reduction program for freeways. The legal review of the agreement has been completed, and Phoenix Clean and Beautiful is currently making a final review of the document.

**Rio Salado Bikeway Connection** - Phoenix, Tempe, Maricopa Associations of Governments (MAG) staff, and representatives from Phoenix University met to discuss a bicycle connection along the Rio Salado between Tempe and Phoenix. The connection would generally follow the south edge of the river connecting Tempe and Phoenix Rio Salado projects, as well as a connection to the University of Phoenix and the airport. The tentative plan is to develop and submit a grant application to MAG to fund a feasibility study for this connection. This would be a collaborative effort between the two cities and perhaps participation from the University of Phoenix.

**Street Transportation <sup>3</sup>/<sub>4</sub> continued****Comments/Highlights Cont.**

- **Smart Sign Annual Meeting** - Staff met with Flouresco Lighting and Sign Company to discuss the lighted street name project. Although there are always ways to improve any program, overall, this program is moving along well with over 700 of our 940 signalized intersections equipped with Smart signs. We have asked Flouresco to continue exploring light emitting diode (LED) technology to retrofit their current fluorescent lighting. Flouresco has been researching this and, to date, has not found a bright enough solution. They will pursue one additional company to see if this can be made to work. If a solution can be developed, LED technology would reduce the amount of power needed and potentially reduce maintenance costs.
- **Channel 12 Interview of 'Speed Hump Illusions'** - Janine Ford from Channel 12 News interviewed Sara Elco on their Tuesday, September 9 morning news show at 6:35 a.m. about our experiments with speed hump illusions. These unique treatments were installed in two Phoenix neighborhoods (Coral Gables and Sweetwater) about eight months ago as a part of the Heed the Speed program. While some residents were disappointed that they were not more effective in reducing speeds (some small speed reductions were achieved), many more were pleased that we were willing to try new and innovative ways to slow drivers.
- **New Pedestrian Crossing Island on Thomas Road** - A safety island was built for a new crosswalk across Thomas Road a block west of 43<sup>rd</sup> Avenue to facilitate the large number of crossings observed in this area. Our attention was focused on this section of street following a serious pedestrian collision nearly a year ago. The safety island features our new, staggered-crosswalk concept with pedestrian fencing, which eases the pedestrian task by encouraging them to cross the street half way at a time.